

NOVEMBER/DECEMBER 2023

**DOCM16A/GOCM16A — PRINCIPLES OF
MARKETING**

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Outline the concept of marketing.
2. Compare market with marketing.
3. What is market segmentation?
4. Define the term consumer behaviour.
5. What are the 4 p's of marketing mix?
6. What is the role of price in marketing?
7. What are the channels of distribution?
8. Define pricing strategy.
9. Define meta marketing.
10. What is remarketing?



SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Illustrate the importance of marketing.

Or

- (b) Explain the marketing functions.

12. (a) Outline the features of demographic market segmentation.

Or

- (b) Discuss about consumer behaviour.

13. (a) Explain the stages of new product development.

Or

- (b) State the classification of products. Explain its characteristics.

14. (a) What is penetration pricing?

Or

- (b) Write a note on types of channels of distribution.

15. (a) Explain E Marketing.

Or

- (b) Write a note on recent trends in marketing.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. How are markets classified? Explain.

17. Explain the factors determining consumer behaviour.

18. Illustrate the product life cycle.

19. What are the factors that determining the channels of distribution?

20. Discuss the role of online Marketing in society. Explain its advantages and disadvantages.

